

# GEO LAWRENCE

Assistant Account Executive



✉ geovani2137@gmail.com

📍 Chicago, IL

🐦 @workinggeo

## EDUCATION

**Bachelors in Advertising/PR**  
Loyola University Chicago  
2018 - 2020

**Associates in General Studies**  
Wilbur Wright College  
2016 - 2018

## SKILLS

- Social media management
- Media relations
- Graphic Design
- Adobe Suite (Illustrator, Photoshop, Acrobat, Premier)
- Content creation
- Copy Writing

## LANGUAGES

- English
- French

## ABOUT ME

Geo Lawrence is a Chicago native and passionate creative. He specializes in social media content creation, graphic design, and media relations. With a Bachelor of Arts in Advertising and Public Relations from Loyola University of Chicago, Geo enjoys the creative and ever-changing aspects of public relations. His love for graphic design inspired him to teach himself Adobe Illustrator and he is currently beefing up his Photoshop skills.

## WORK EXPERIENCE

Assistant Account Executive July 2021 - Present  
**Rudd Resources | Chicago, IL**

Full-service, award-winning public relations firm handling public affairs, community engagement and storytelling for philanthropic, nonprofit, government and corporate clients. Responsibilities include creating press releases, media lists, media alerts and case studies. Management of social media accounts for clients, creating graphics, flyers, mailers and posters.

Business Development & January-May 2020  
Public Relations Intern  
**Fusion 92 | Chicago, IL**

Independent full-service marketing innovation agency that focuses on helping growth-stage and Fortune 500 companies. Responsibilities included creating press releases, case studies, team bios, and social media templates for COVID-19 awareness. Organized 2019-2020 business calendar, proofread RFPs, and edited internal presentations.

## RELEVANT EXPERIENCE

Report, Journalist, Photographer Spring 2018  
**Wright Times Newspaper | Chicago, IL**

Wilbur Wright Community College's student run newspaper. Responsibilities included interviewing faculty and students for news articles about the school. Photographing student athletes, clubs and events.

Report, Journalist Fall 2015, Spring 2016  
**Revival Magazine | Ames, IA**

Iowa State University's student-run publication covering arts, fashion and entertainment. Responsibilities included conducting interviews with local musicians, artists, and writers. Writing and editing articles for the student-run publication.

## CERTIFICATIONS

- Meltwater certified
- Hootsuite Platform certified
- Hootsuite Social Marketing certified

REFERENCES AVAILABLE UPON REQUEST